

ORDER



KSNV

Orders	Order / Rev:	108005
	Alt Order #:	06865125
	Product Desc:	HELLER FOR SEN ADD
	Estimate:	
	Flight Dates:	10/24/12 - 10/30/12
	Original Date / Rev:	10/18/12 / 10/18/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Strategic Media Services, Inc.
	Buying Contact:	
	Billing Contact:	
		3299 K St. NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	5	\$4,100.00	\$3,485.00
10/29/12	10/30/12	4	\$9,125.00	\$7,756.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	5	\$4,100.00	\$3,485.00	0.00
November 2012	4	\$9,125.00	\$7,756.25	0.00
Totals	9	\$13,225.00	\$11,241.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	25%	\$13,225.00
Market	100%	\$52,900.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$14,283.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$11,638.00
KTUD	1%	\$529.00
KVVU	20%	\$10,580.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,645.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	GM	5-6a	- - - T - - -	:30	1	\$300.00	2	0.00	NM	1	\$300.00
<div>NEWS</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div>															

Order / Rev: 108005
 Alt Order #: 06865125
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SEN ADD
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$300.00		0.00						
E 2	KSNV	10/26/12	10/26/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$700.00		0.00						
E 3	KSNV	10/29/12	10/29/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$700.00		0.00						
E 4	KSNV	10/25/12	10/26/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$900.00		0.00						
E 5	KSNV	10/29/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$425.00		0.00						
E 6	KSNV	10/26/12	10/26/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,300.00		0.00						
E 7	KSNV	10/29/12	10/29/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
VOCIE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$4,000.00		0.00						
E 8	KSNV	10/30/12	10/30/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$4,000.00		0.00						
													Totals	9	\$13,225.00